LEO BURNETT U.S.A.
Ad No. 1016—"GRAND OPENINGS"—Mag. No. 45440—Page—(9⅞ x 12 inches)—4/c—Sunday Supplements, 1980 (A)
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Grand openings.

Parliament Lights are opened for business.

The business of keeping your lips from touching the tar that builds up on the end of the filter.

That's what our famous recessed filter does. And what no flush filter cigarette ever will.

Which is why Parliament Lights are so tastefully light.

For such a small opening, that's a grand accomplishment.

Only Parliament Lights has the famous recessed filter.

Available in Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Soft Pack: 8 mg "tar", 0.7 mg nicotine—Box: 10 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. '79.

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Source: https://www.industrydocuments.ucsf.edu/docs/jtfn0003

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